

CITY OF HALLANDALE BEACH, FLORIDA
MEMORANDUM

#15.C
Exhibit 5

DATE: April 23, 2014

TO: Honorable Mayor and City Commission

FROM: Renee C. Miller, City Manager

SUBJECT: Gateway and wayfinding signage project

Background

At the January 22, 2014 City Commission meeting, Staff presented a resolution requesting approval for the expenditure of \$293,000 for the City's new main gateway sign, to be located on the corner of Hallandale Beach Boulevard and I-95. This new sign would replace the current sign at that location, and was to be the first of many in a comprehensive city-wide gateway/wayfinding signage program.

One of the City's Strategic Priorities was making the City a vibrant destination. To fulfill this priority, the Commission identified the need to implement a wayfinding signage program. Along with the adoption of this program, one of the City's recent improvements is also the implementation of a new City logo. The new logo, and newly designed gateway and wayfinding signage integrating the new logo, directly fulfills one of the priorities adopted by the City Commission.

When the gateway/wayfinding signage program was discussed during last year's CRA budget workshop, the main gateway sign was estimated at \$400,000. However, thru the issuance of a formal RFP, the lowest responsible bid came in 37% below the estimate. Notwithstanding, the Commission expressed reservations about the expenditure due to the uncertainty of the costs and location of the other signs that are part of the overall program. To that end, this memo seeks to provide the Commission the information requested so that it could be in a position to vote on the resolution originally presented prior to the expiration of the vendor's proposal price.

Gateway/wayfinding program

Attachment # 1 is a map of the City containing the proposed locations of each of the new signs that will be installed as part of this program. Please note that there are a total of 8 gateway (or entry) signs, along with 29 wayfinding (or vehicular directional) signs. This map also reflects proposed language on the wayfinding signs.

The 29 wayfinding signs are proposed along primary streets within the City with the intent to direct vehicular traffic to public or civic destinations (City Hall, Public Parks, etc.). However, as implemented in other cities across the country, wayfinding signage can also be used to direct vehicles to non-civic destinations. The City Commission will need to deliberate and determine which private destinations will be captured on these signs, keeping in mind that the signs will for the most part be installed on public right-of-way. The consultant that provided the conceptual

design for these signs (AECOM) also provided the FDOT criteria for destinations to be placed on wayfinding signs (attached).

The gateway signs are divided into three (3) categories:

- A-Main gateway sign (Hallandale Beach Boulevard & I-95)
- B-1- Secondary gateway signs (large)
- B-2- Secondary gateway signs (small; A1A & Countyline Road)

The distinction between each of these gateway signs is mainly the size of the sign. Sign size is limited by the right-of-way available for its installation. At most of the entry points into the City, the median provides only a very narrow footprint in which to install this signage. Attachment #2 reflects the conceptual designs for the gateway signs.

This memo also includes a matrix breaking down the total cost for the signage program. The total cost of \$588,000 reflected in the matrix consists of estimates for everything but the main gateway sign (Staff has an actual cost for this sign based on the proposals received).

The original budget for this project was \$756,529, funded between the Transportation Fund (\$150,000), General Fund (\$25,000), and the CRA Fund (\$581,529). The current available balance for this project is \$ 695,189. Based on the price differential between estimated cost and actual cost for the main gateway sign, Staff anticipates that the actual costs of the entire signage program will fall well below the amount estimated by AECOM, and the budgeted amount. However, this can only be confirmed once Staff moves forward with the issuance of RFP's for the remainder of the signage program.

Comparable programs

To aid the Commission in better understanding the wayfinding signage program, Staff has included samples of other major cities that have implemented such programs. These samples are intended to help the Commission visualize the positive impact of the proposed signage with respect to traffic alleviation and visual appeal.

Project timing (projected)

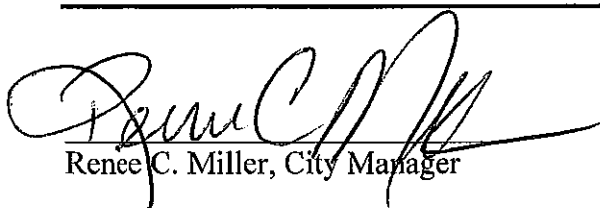
As Staff prepares to move the originally deferred resolution back on the agenda, it is also important that the Commission have a sense of the projected timeframe for the various elements of this program. Below are key dates involving approval and program implementation.

- Approval of main gateway signage by City Commission.....May 7, 2014
- Installation of main gateway signage.....June 30, 2014
- Issuance of combined RFP for remaining gateway/wayfinding.....May 20, 2014
- Recommendation of award.....July 23, 2014
- Installation of 36 total signs.....Aug. 31-Oct. 31, 2014

It is Staff's recommendation that upon review of this information, that the Commission will be in a position to authorize the City Manager to issue the upcoming RFP's and award the agreements for the design, fabrication, and installation of the remaining 36 signs for an amount not to exceed \$295,000.

TO:
RE:
DATE:

Page no.



Renee C. Miller, City Manager

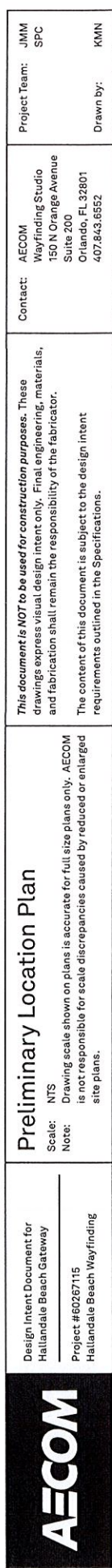
4/24/14
Date


Attachment(s)

cc: Daniel A. Rosemond, Deputy City Manager/CRA Director

PRELIMINARY LOCATION MAP

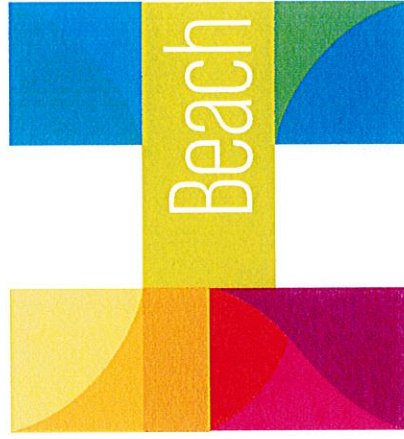
ATTACHMENT #1



	Design Intent Document for Halandale Beach Gateway	<p>Preliminary Location Plan</p> <p>Scale: NTS</p> <p>Note: Drawing scale shown on plans is accurate for full size plans only. AECOM is not responsible for scale discrepancies caused by reduced or enlarged site plans.</p>	<p><i>This document is NOT to be used for construction purposes.</i> These drawings express visual design intent only. Final engineering, materials, and fabrication shall remain the responsibility of the fabricator.</p> <p>The content of this document is subject to the design intent requirements outlined in the Specifications.</p>	Contact: AECOM Wayfinding Studio 150 N Orange Avenue Suite 200 Orlando, FL 32801 407.843.6552	Project Team: JMM SPC
	Project #60267115 Halandale Beach Wayfinding			Drawn by: KMN	

DIRECTIONAL SIGNS-CONCEPTS

ATTACHMENT # 1-A



Hallandale Beach
PROGRESS. INNOVATION. OPPORTUNITY.

Vehicular Directional Concepts

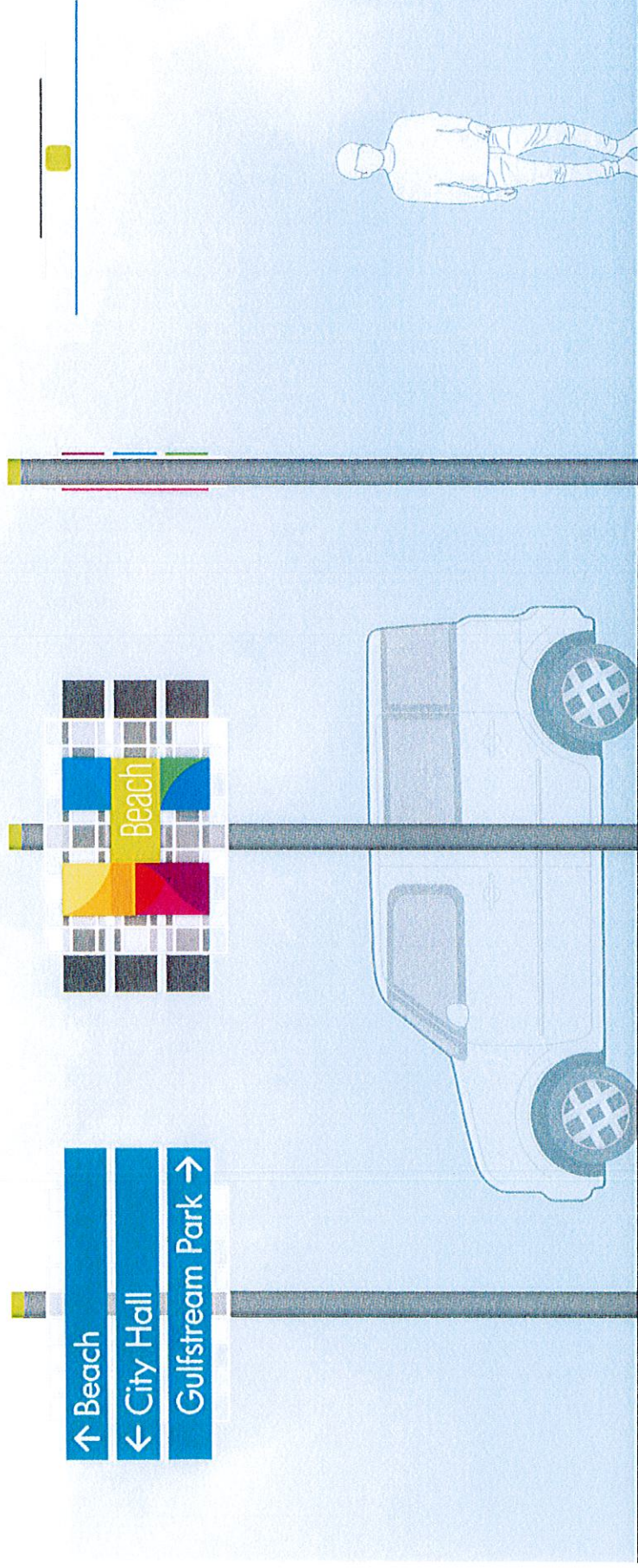
August 15, 2013

PLAN VIEW

SIDE VIEW

BACK VIEW

FRONT VIEW



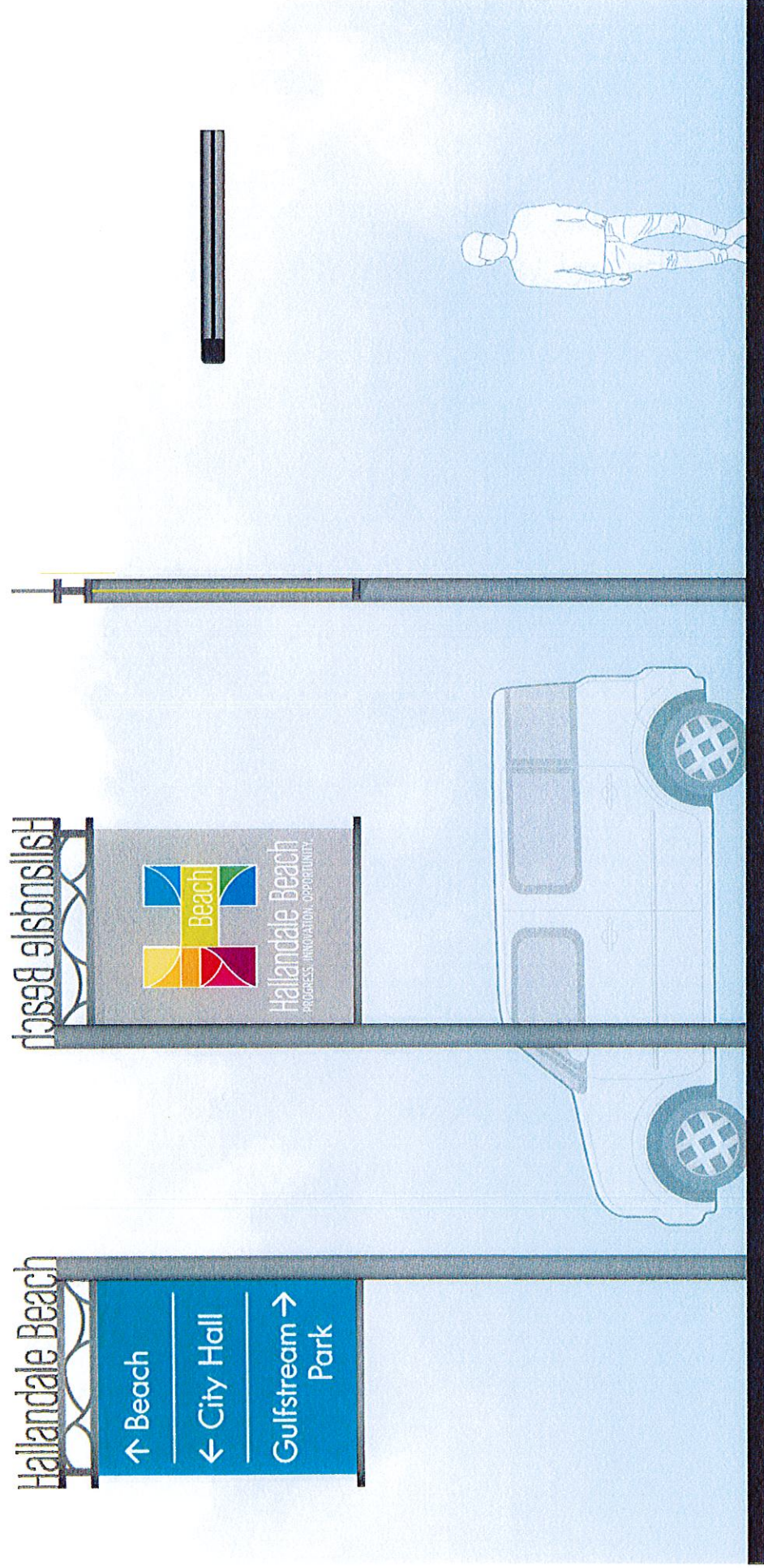
Vehicular Directional – Concept 1

PLAN VIEW

SIDE VIEW

BACK VIEW

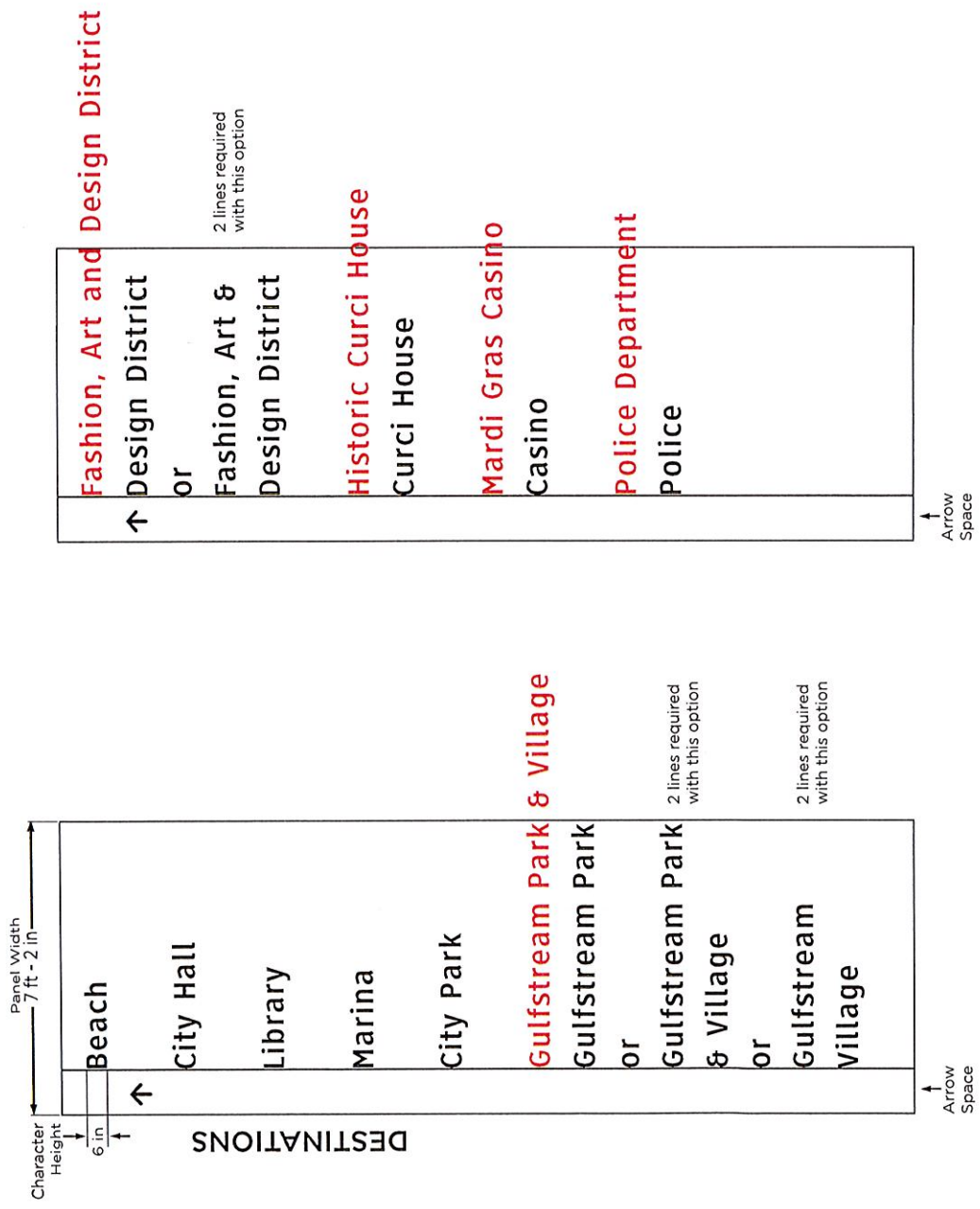
FRONT VIEW



Vehicular Directional – Concept 2

Terminology and Abbreviations

Panel Width 7'-2 ft
 Character Height 6 in
 Typeface Clearview



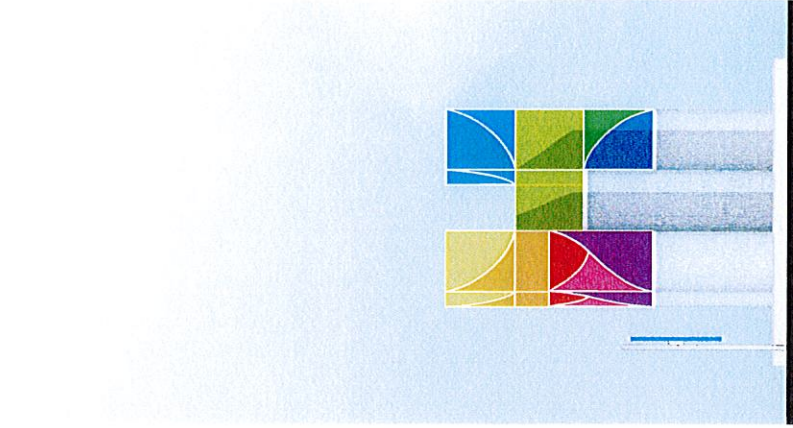
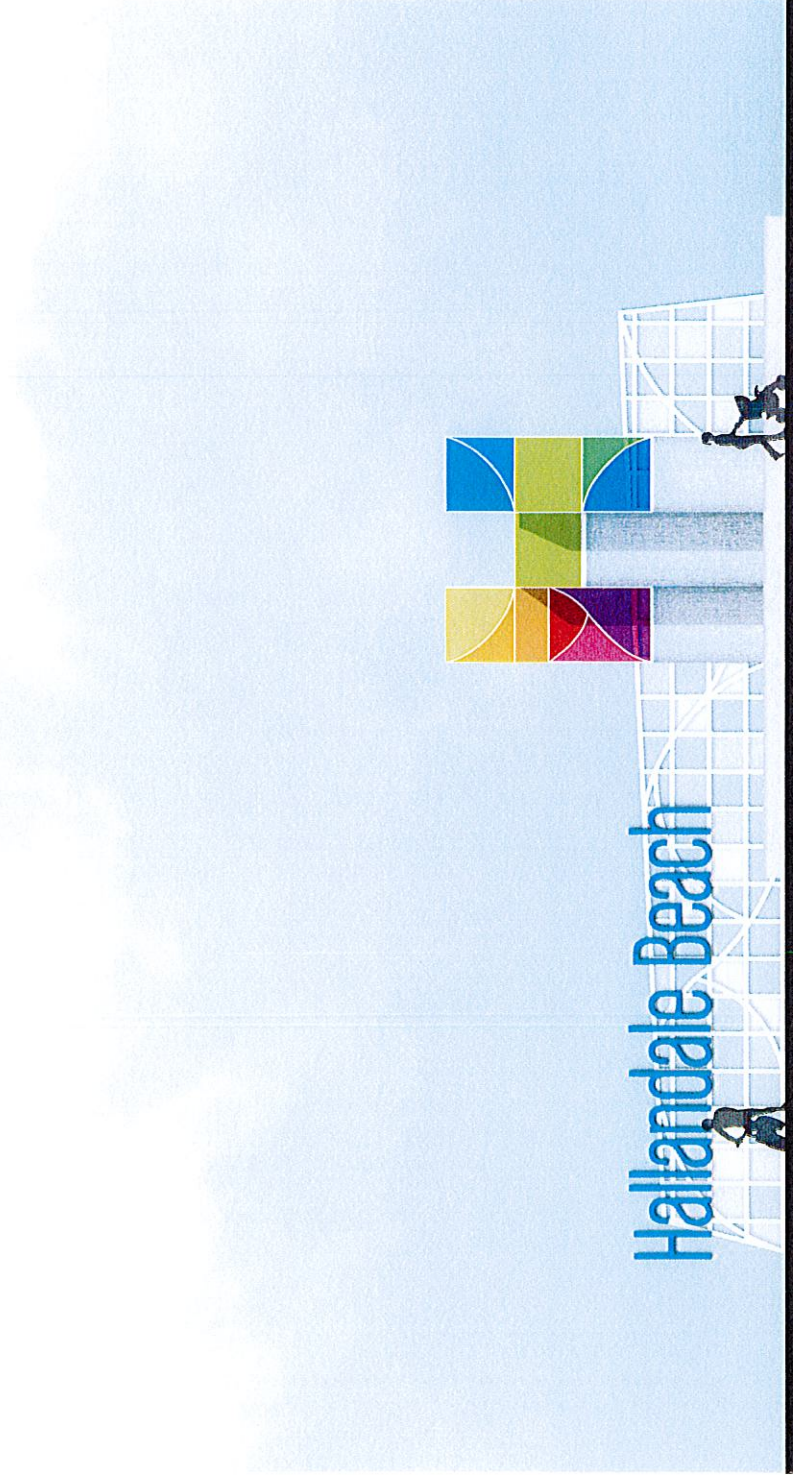
	Design Intent Document for Hallandale Beach Gateway Project #60267115 Hallandale Beach Wayfinding	Messages & Abbreviations Scale: NTS Note: Drawing scale shown on plans is accurate for full size plans only. AECOM is not responsible for scale discrepancies caused by reduced or enlarged site plans.	This document is NOT to be used for construction purposes. These drawings express visual design intent only. Final engineering, materials, and fabrication shall remain the responsibility of the fabricator. The content of this document is subject to the design intent requirements outlined in the Specifications.	Contact: AECOM Wayfinding Studio 150 N Orange Avenue Suite 200 Orlando, FL 32801 407.843.6552	Project Team: JMM SPC Drawn by: KMN
--	--	--	--	--	---

GATEWAY SIGNS-CONCEPTS

ATTACHMENT # 2

FRONT VIEW **A**

SIDE VIEW **B**



AECOM

Design Intent Document for
Hallandale Beach Gateway

Sign Illustrative Sign Type A

Scale: 1/8 in = 1 ft (at 11x17)

Note: Drawing scale shown on plans is accurate for full size plans only. AECOM is not responsible for scale discrepancies caused by reduced or enlarged site plans.

This document is NOT to be used for construction purposes. These drawings express visual design intent only. Final engineering, materials, and fabrication shall remain the responsibility of the fabricator.

The content of this document is subject to the design intent requirements outlined in the Specifications.

Contact: AECOM
Wayfinding Studio
150 N Orange Avenue
Suite 200
Orlando, FL 32801
407.843.6552

Project Team: JMM
SPC
SLM
Drawn by: SPC

A

ENTRY

I-95 + Pembroke Rd.
Pembroke Rd. + NE 1st Ave.
Pembroke Rd. + N. Federal Hwy.
NE 24th Terr. + NE 1st Ave.
NE 24th Terr. + N. Federal Hwy.
Hallandale Beach Blvd. + S. Ocean Dr.

B

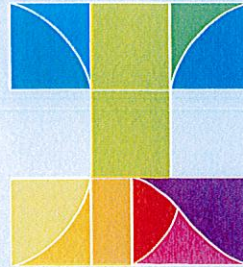
EXIT

I-95 + Hallandale Beach Blvd.

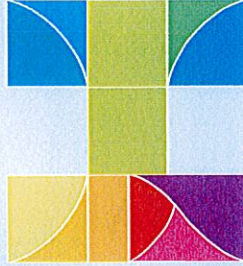
C

ENTRY

S. Ocean Dr. / A1A



Welcome to
Hallandale Beach



Hallandale Beach
Thank You for Visiting!



Hallandale Beach

AECOM

Design Intent Document for
Hallandale Beach Secondary
Gateways

Project #60267115
Hallandale Beach Wayfinding

Sign Illustrative

Scale: 1/8 in = 1' ft (at 11x17)

Note: Drawing scale shown on plans is accurate for full size plans only. AECOM is not responsible for scale discrepancies caused by reduced or enlarged site plans.

This document is NOT to be used for construction purposes. These drawings express visual design intent only. Final engineering, materials, and fabrication shall remain the responsibility of the fabricator.

The content of this document is subject to the design intent requirements outlined in the Specifications.

Contact:

AECOM
Wayfinding Studio
150 N Orange Avenue
Suite 200
Orlando, FL 32801
407.843.6552

Project Team:

JMM
SPC
SLM

Drawn by:

SPC

BUDGETARY COST ESTIMATES

ATTACHMENT # 2-A

Sign Type	Description	Unit Cost	Quantity	Total Sign Type Cost
A	Primary Gateway	\$293,000	1	\$293,000 (actual cost)
B-1	Secondary Gateway – City/I-95	\$18,000	7	\$126,000 (estimate)
B-2	Secondary Gateway – A1A/Ocean Dr.	\$24,000	1	\$24,000 (estimate)
C	Vehicular Directional	\$3,000-5,000	29	\$145,000 (estimate)
TOTAL				\$588,000

NOTE: Sign Type C has not been designed yet. Estimate reflects typical vehicular signage costs. Cost may vary pending final design.

*NOTE:
Current Available
Budget Balance
\$695,189.



AECOM Design Intent Document for Hallandale Beach Gateway Project #60267115 Hallandale Beach Wayfinding	Budgetary Cost Estimates Scale: NTS Note: Drawing scale shown on plans is accurate for full size plans only. AECOM is not responsible for scale discrepancies caused by reduced or enlarged site plans.		This document is NOT to be used for construction purposes. These drawings express visual design intent only. Final engineering, materials, and fabrication shall remain the responsibility of the fabricator. The content of this document is subject to the design intent requirements outlined in the Specifications.	Contact: AECOM Wayfinding Studio 150 N Orange Avenue Suite 200 Orlando, FL 32801 407.843.6552	Project Team: JMM SPC Drawn by: SPC

FDOT STANDARDS/EXAMPLES OF WAYFINDING SIGNAGE

ATTACHMENT # 3

TIER 1: Vehicular Signs/ Primary – DOT Roads

These are identified as major destinations and receive directional information to their locations on vehicular signs from a large radius throughout the city and its major routes. These destinations are typically nationally recognized or serve a primary visitor function (i.e. visitors center or convention center). These destinations also typically have a designated parking facility or significant accessible parking nearby.

(Must meet 6 out of 7 criteria attributes listed below)

- Nationally Recognized Destination
- Governmental, Historical, or Culturally Institution
- Greater than 50,000 visitors per year
- Open a minimum of 48 hours per week.
- Open 12 months a year
- Includes a Visitor Information Center or Manned Kiosk
- Majority of Visitors not local to Hallandale Beach

TIER 2: Vehicular Signs/ Secondary – City Roads

This tier of secondary destinations receive directional information to their destination on vehicular signs from a smaller radius surrounding their locations. Typically this is limited to the decision points located closest to the point of interest. These are generally recognized destinations that have access to public parking nearby.

(Must meet 3 out of the 4 attributes listed below)

- Regionally Recognized Destination
- Greater than 10,000 visitors per year
- Open at least 40 hours per week
- Open at least 9 months out of the year

(*Bridges accommodating motorized vehicles are automatically included in Tier 2.)

Downtown Wayfinding Master Plan

These services were provided by AECOM professionals during their employment with Glatting Jackson Kercher Anglin, Inc.

The City of Orlando is a major city in Florida and is the county seat of Orange County, Florida. A 2006 US Census population estimate gave the city population as 220,186 making it the sixth largest city and the third-largest metropolitan area in the state. The City is best known for the many tourist attractions in the area, in particular the nearby Walt Disney World Resort, SeaWorld and Universal Orlando Resort. The region sees an estimated 52 million tourists a year. Orlando has the second largest number of hotel rooms in the country, and is one of the busiest American cities for conferences and conventions.

Downtown Orlando is undergoing major redevelopment with a number of residential and commercial developments planned. The City is also undertaking a \$1 billion dollar investment in three downtown community venues, including a new events center a new performing arts center, and a renovated Citrus Bowl. The network of high-traffic, one-way streets combined with an aging and incomplete signage program make navigating Downtown Orlando particularly intimidating, both for new visitors and long time residents of the greater Orlando area. Parking, while abundant, is difficult to locate, leading visitors to believe that parking is scarce. Many of the top downtown destinations lack clear and prominent signage, often creating confusion for visitors even when they are standing right in front of their destination.

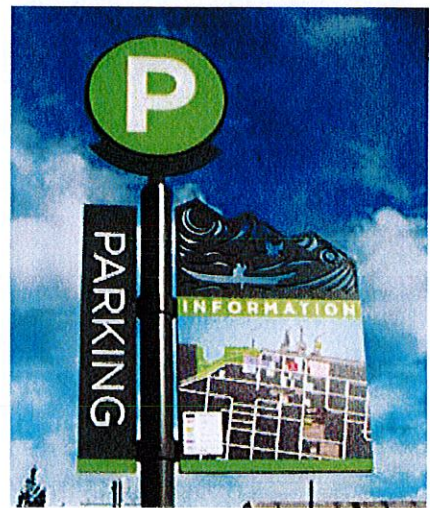
With the tremendous amount of developments planned and the growth of downtown residents and workers, the volume of traffic will soon create overwhelming wayfinding challenges for Downtown Orlando. We designed a functional, creative and flexible system of signage to provide clear access to Downtown Orlando's many destinations. In the last year the city underwent a comprehensive study with the goal of analyzing these wayfinding challenges and proposing a cohesive and implementable solution that will respond to the downtown's growth. The designs on this page represent some of the results of the study and recommendations for a complete wayfinding system for Downtown Orlando.



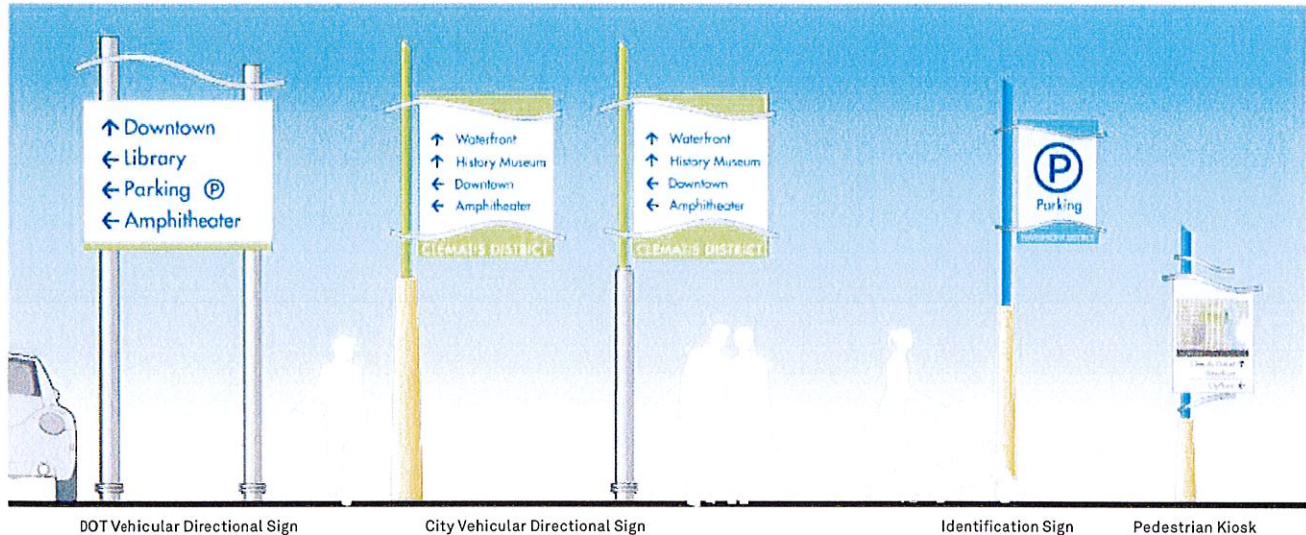
City of Port Angeles Wayfinding

The City of Port Angeles, nestled between the Strait of Juan de Fuca and the Olympic Mountains in Washington State, is the center of activity for the Olympic Peninsula. In partnership with the Walkable and Livable Communities Institute, the Client has retained AECOM to create a comprehensive, multi-scaled wayfinding and signage plan as part of the waterfront and transportation improvement plans. This overall plan includes gateway monument signs at the east and west entrances into the City as well as vehicular directionals and pedestrian maps which reflect the heritage and unique character of this beautiful area in the Pacific Northwest.

Port Angeles is uniquely positioned to facilitate travel to Victoria, British Columbia; opportunities abound to enjoy outstanding natural scenery, discover whale watching or explore museums, galleries and shops that showcase the rich history and mastercrafts of local artists. With a vital wayfinding and signage program in place, the City will provide ease of direction to visitors and residents alike, and will promote a "park once and explore" mentality, which enhances local business and fosters a friendly and organized community.



West Palm Beach Wayfinding



AECOM developed a comprehensive wayfinding system and entry gateway features for the City of West Palm Beach. As part of the design process AECOM coordinated the designs with the public and community agencies to gain the necessary approvals.

Between 1990 and 2000, the population of West Palm Beach grew 22.8%. There are now over 100,000 permanent residents making West Palm Beach the largest community in Palm Beach County as well as the seat of its county government. With a judicial complex and a newly renovated, vibrant downtown business district, West Palm Beach continues to grow into the 21st Century.

To help support the City's vision of becoming one of the premier city centers in the country, and a place where a diverse population can come together to work, play, and live, an effective wayfinding system throughout West Palm Beach will be an integral part of the revitalization process. It will provide ease of movement and strengthen identity. Improved gateways will establish a sense of arrival and celebrate entry into the City while internal directional signage will aid in the branding of the community and help visitors and residents engage and connect with important destinations.

Fee: \$70,000



Wayfinding Routing Master Plan

North Miami Beach Gateways and Wayfinding



The City of North Miami Beach contracted AECOM to evaluate the entry experience at each entry node into the City. As part of this project we reviewed the best access opportunities and designed gateway features in keeping with the character of the community's history, architecture and brand.

AECOM has coordinated the approval of this project through the Department of Transportation and obtained necessary approvals from the Federal Highway Administration for direction giving on state routes.

Fee: \$60,000

The gateway features each contain a digital message sign which displays event and public service information at the key decision points around the community. The signs are internally illuminated at night for clear legibility.

AECOM as part of the second phase of work has designed and is coordinating implementation of the vehicular and pedestrian wayfinding system. This will aid visitors in locating the many hidden destinations throughout the City. These destinations include retail, museums, parks and other civic destinations.



AECOM

Design + Planning
Wayfinding + Environmental Graphics

Completed: 2010

Mount Joy, PA, USA
Client: PennDOT, Main Street
Mount Joy

Studio: Orlando

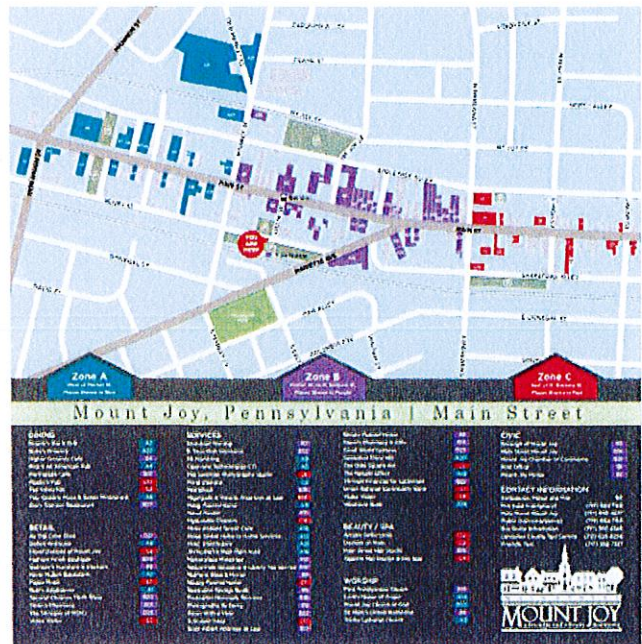
Mount Joy Wayfinding



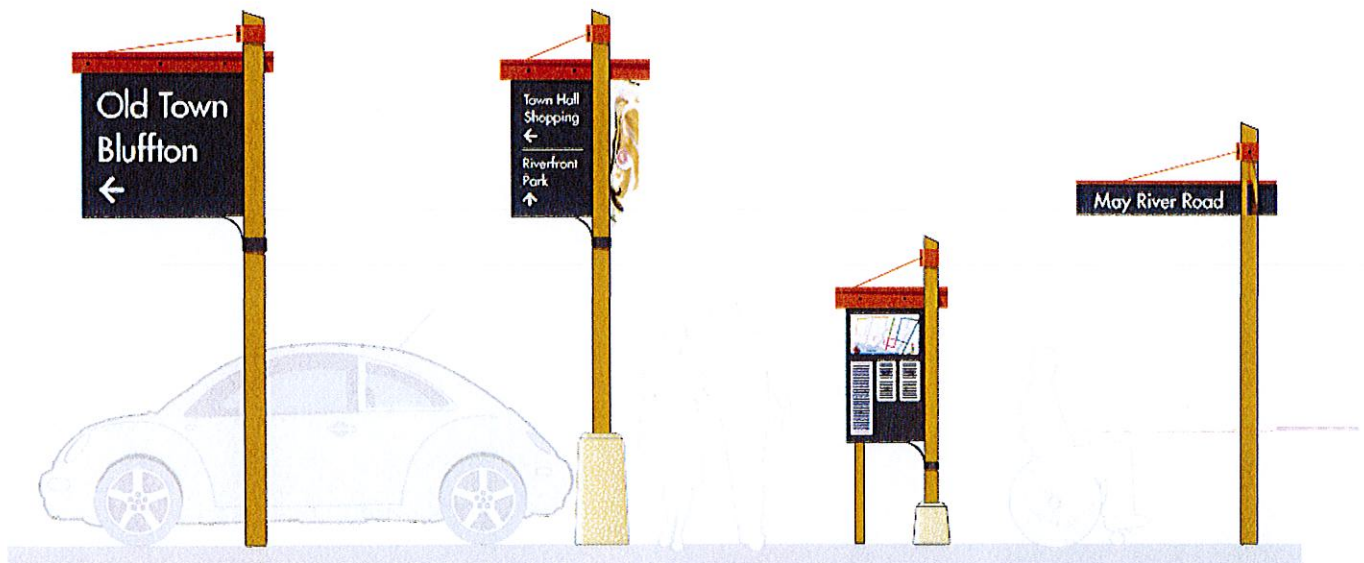
These services were provided by AECOM professionals during their employment with Glattig Jackson Kercher Anglin, Inc.

The Borough of Mount Joy located in Lancaster County, Pennsylvania, hired AECOM to develop an urban design plan, wayfinding system, and a downtown brand and marketing strategy. AECOM held several open house public workshops to interpret the community's vision into a successful design direction. Coordination with the County and PennDOT was instrumental in developing an implementable project for this small town with big charm.

Cost: \$30,000



Town of Bluffton Wayfinding



The Town of Bluffton, South Carolina, is located 2 miles from Hilton Head Island and its main highway has an annual traffic volume of over 2 million trips. The Town consulted with AECOM to develop a comprehensive wayfinding system to help capture the attention of this tourist market. AECOM developed designs for gateway features, vehicular directional signs and pedestrian maps which reflect the heritage and unique character of this coastal South Carolina town.

Majestic oaks and a pristine waterway, the May River, are the inspiration for the design aesthetics developed for the wayfinding system and gateway. Shapes, colors and materials of the signs are indicative of the area's heritage and character. The system lends itself to the flexibility of a variety of destinations; historic, cultural, recreational as well as local, public and private businesses in the town.

The system will promote a "park once and explore" mentality, which aids local business and a healthy lifestyle.

Project size: 34 sq mi
Cost: \$35,000



AECOM

Design + Planning
Wayfinding + Environmental Graphics

Studio: Orlando

Completed: 2009

Manatee County, FL, USA
Client: City of Bradenton

City of Bradenton - Wayfinding

These services were provided by AECOM professionals during their employment with Glatting Jackson Kercher Anglin, Inc.

Glatting Jackson completed a wayfinding sign system design for the City of Bradenton. As the municipal seat of Manatee County and a historic coastal community with a vibrant downtown, Bradenton has many visitors daily. In an effort to educate visitors to stay and enjoy the amenities of this wonderful community, a wayfinding system was designed to guide pedestrians and vehicles to many top destinations.

Cost: \$300,000

